

## Message Text

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SUBJECT: TECHNICAL SALES SEMINAR - AVIONICS AND GROUND SUPPORT  
EQUIPMENT, OCTOBER 1976

ROME FOR RCAA

REF: A) USDOC 17999, 12/1/75; B) ATHENS 9631, 12/9/75

1. THE EMBASSY, IN EVALUATING THE PROSPECTS FOR A SALES SEMINAR ON THE SUBJECTS OF AVIONICS AND GROUND SUPPORT EQUIPMENT, FINDS THAT, WITH ONE EXCEPTION, THE PRODUCT GROUPS FALLING UNDER THESE DESCRIPTIONS DO NOT OFFER SUFFICIENT SALES POTENTIAL TO WARRANT A SEMINAR. ON THE ONE HAND AVIONICS ARE ALREADY INSTALLED IN AIRCRAFT PURCHASED BY OLYMPIC OR THE HAF; THERE IS VERY LITTLE RETROFITTING. ON THE OTHER HAND, GROUND SUPPORT EQUIPMENT, AS DEFINED IN CHAPTER 500, OF THE IATA AIRPORT HANDLING MANUAL, CONSISTS LARGELY OF SUCH UNSOPHISTICATED ITEMS AS STAIRS, TOW TRUCKS, BAGGAGE CARTS, ETC.. THAT EVEN TWA SUPPLIES MOST OF ITS NEEDS LOCALLY OR FROM EUROPEAN SOURCES RATHER THAN PAY THE COST OF SHIPMENT FROM THE U.S.

2. THE EXCEPTION, WHICH IS A VERY IMPORTANT ONE, HAS TO DO WITH CARGO HANDLING EQUIPMENT. AT PRESENT, A VERY SMALL PORTION OF OLYMPIC'S REVENUE COMES FROM FREIGHT, LARGELY BECAUSE OF LACK OF FACILITIES. THERE ARE ON HAND NO FACILITIES FOR UNLOADING ANY OF THE WIDE-BODIED AIRCRAFT - 747, DC-10 L-1011, OR AIRBUS.

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OLYMPIC IS DEFINITELY IN THE MARKET FOR SUCH EQUIPMENT, BUT IT IS

UNLIKELY THAT IT WILL ACQUIRE A NEW FREIGHT TERMINAL ALL AT ONCE. RATHER, PURCHASE OF THIS EQUIPMENT IS LIKELY TO BE ACCOMPLISHED IN SLOW STAGES. NEVERTHELESS, A SALES SEMINAR ON THE SUBJECT OF AIR CARGO AND AIRCARGO HANDLING IS LIKELY TO BE VERY PRODUCTIVE

3. THE MOST REWARDING SUBJECT OF ALL, HOWEVER, IS LIKELY TO BE IN THE FIELD OF AIRPORT COMMUNICATIONS AND TECHNICAL NAVIGATION, SIMILAR TO THE SUBJECT OF THE 1974 SEMINAR. BURGEONING TRAFFIC DEMANDS AT THE ATHENS AIRPORT AS WELL AS A DESIRE TO UPGRADE GREECE'S OTHER MAJOR INTERNATIONAL AIRPORTS INDICATE THAT GREECE WILL BE IN THE MARKET FOR:

A) AIRPORT LIGHTING: TAXI LIGHTS, FLOODLIGHTS, AND PYLONS  
B) RADAR: TERMINAL AND ENROUTE RADAR, PRIMARY AND SECONDARY  
C) AUTOMATED RADAR TRAFFIC SYSTEM: ARTS II OR ARTS III  
D) CATEGORY II ILS SYSTEMS FOR CORFU, CRETE (IRAKLION) AND RHODES, WITH POSSIBLY AN IMPROVED ILS FOR ATHENS

4. IN ADDITION, CAA OFFICIALS HAVE EXPRESSED INTEREST IN PRESENTATIONS ON MICROWAVE NAVIGATION SYSTEMS AND VHF, HF, AND UHF GROUND TO AIR COMMUNICATIONS, AND FULLY AUTOMATED TELETYPE CENTER

5. ALTHOUGH NOT READILY IDENTIFIABLE IN ANY OF THE ABOVE CATEGORIES, CAA OFFICIALS ALSO INDICATE INTEREST IN FOLLOWING: VACUUM SWEEPERS FOR RUNWAY CLEANING, SCRUB MACHINES FOR APRON CLEANING UNDERGROUND CABLE FAULT DETECTORS, AIRCRAFT CRASH RESCUE EQUIPMENT, AND EQUIPMENT FOR RESCUE BOATS. EMBASSY WILL ENDEAVOR TO SUBMIT THESE ITEMS AS TRADE OPPORTUNITIES.

6. IN THE COURSE OF OBTAINING THIS INFORMATION, EMBASSY INTERVIEWED THE FOLLOWING: DIRECTOR OF OLYMPIC MAINTENANCE; DEPUTY MANAGER, ATHENS AIRPORT; GENERAL MANAGERS OF MARRIOTT AND DOBBS HOUSE (AIRLINE CATERERS); DIRECTOR OF GROUND SUPPORT OPERATIONS FOR OLYMPIC; TWA'S TERMINAL OPERATIONS MANAGER; AND LOCAL REPRESENTATIVES FOR WESTINGHOUSE, LOCKHEED AND COLLINS RADIO.  
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